

Hospital Names Chief of Staff

F. Heber Kimball, M.D., has been installed as chief of staff at Little Company of Mary Hospital. Dr. Kimball succeeds John R. McGrath, M.D., as chief of the hospital's medical staff.

A member of the medical staff since the hospital was opened, Dr. Kimball is a graduate of the University of Utah. He attended the University of Tennessee Medical School and received his M.D. in 1944.

Dr. Kimball served his internship and residency at the Latter Day Saints Hospital in Salt Lake City, Utah. He is a veteran of the Army and served three years as an instructor at the University of Utah College of Medicine.

He is an assistant clinical professor at the University of California at Los Angeles and is a fellow in the American College of Surgeons and the American College of Obstetrics-Gynecology.

Dr. Kimball and his wife, Toni, are parents of two children and live in Rolling Hills Estates.

Other new officers are John A. Spalding, M.D., president-elect; Arthur O. Weber, M.D., vice president, and Kenneth Kellner, M.D., secretary-treasurer.

Average daily costs per patient in Veterans Administration hospitals during the first quarter of the fiscal year 1967 were \$34 in general hospitals and \$18.26 in psychiatric hospitals.

300,000 Americans Make Sweet Business for Firm

By REYNOLDS KNIGHT

Nobody likes bees. They sting, right? Most everyone feels this way except 300,000 Americans. They're beekeepers.

Beekeeping has become quite a hobby with Americans. They spend more than \$5 million annually for beekeeping equipment, and one apiculture group says membership has mushroomed from 800 five years ago to 2,700 today. And the interest in bee lore is so intense that a research director of a bee equipment firm in Illinois now delivers 25 speeches a year; five years ago he was making only a half-dozen per year.

Most Americans keep bees purely as a hobby. The honey extracted from them is either consumed personally or given to friends. Hobbyists trying to make money selling honey find it doesn't work. Professional beekeepers with their millions of bees take care of the needs of food companies and other manufacturers.

HOWEVER, you can buy a ton of bees at a leading mail-order house. A ton, in this instance, works out to about 10 million bees. While it might seem ludicrous to think of anyone's buying 10 million bees, the mail-order house said it sold, all told, 30 tons last year.

The average hobbyist, though, buys a 2-pound pack-

age of bees which amounts to 10,000 of the little busy-bodies. The cost is reasonable, too, \$10.

What are the chances of getting stung while beekeeping? One hobbyist said none, provided you don't make a mistake. He was quick to add, however, that he has made plenty of mistakes.

YOU DON'T have to be sentimental—in any sticky sort of way—to get the word to people you love.

Retail stores carry plenty of cards with flowery expressions, but they also have sophisticated, stylized designs and a wide variety of light-hearted approaches to the celebration of Valentine's

sweethearts, the Woolworth buyer reports that mothers will get three times as many valentines as sweethearts.

MARKETING executives were much in demand last year. According to a survey nearly one-third of the searchers for leading executive talent conducted in 1966 was for marketing executives.

Because airplane travel is growing rapidly, cities are advised in a current study that between now and 1975 there will be 50 metropolitan areas needing a total of more than 100 square miles for new airport space.

"Hall of Fame" is usually connected with sports—baseball and football. Businessmen will have one, too, in 1969, when the Graduate School of Business Administration at the University of Michigan opens its "Hall of Fame."

Early candidates include such names as Ford, Carnegie, Vanderbilt and Morgan.

It may seem that "describing and illuminating man's

most enduring interests" is a roundabout way to sell consumer products in a highly competitive market, but there is one major company that has found out it works.

It's the B.F. Goodrich Co., which recently announced completion of arrangements with American Broadcasting Co. for its third year of full sponsorship of one-hour documentary color television specials.

WARD KEENER, president of B. F. Goodrich, reported recently that "We have found the television viewer has displayed high enthusiasm for quality documentaries, artistically produced, and we are pleased to continue our sponsorship." This year's schedule includes eight shows, each of which will be repeated, starting with "Hall of Kings," the story of the history and legacy of Westminster Abbey, featuring James Mason, Siobhan McKenna and the "Georgy" girl, Lynn Redgrave — Feb. 14 at 10 p.m. EST.

FOOD GIANT the plus

U.S.D.A. 'CHOICE' BEEF

DELICIOUS CHUCK ROAST

blade cut **39¢ lb.**

U.S.D.A. 'CHOICE' BEEF **BEEF SHORT RIBS 33¢**

U.S.D.A. 'CHOICE' BEEF **PLATE BOILING BEEF 19¢**

U.S.D.A. 'CHOICE' BEEF **BONELESS STEW MEAT 79¢**

U.S.D.A. 'CHOICE' BEEF

STANDING RIB ROAST

large end **79¢ lb.**

U.S.D.A. 'CHOICE' BEEF—FAMILY CHOICE **FLAVORFUL RIB STEAK 89¢**

U.S.D.A. 'CHOICE' BEEF—ALWAYS POPULAR **JUICY CLUB STEAK \$1.09 lb.**

U.S.D.A. 'CHOICE' BEEF—WHOLE OR POINT CUT **BONELESS BRISKET 89¢**

U.S.D.A. 'CHOICE' BEEF—THICK, JUICY AGED BEEF **TENDER T-BONE STEAK \$1.19 lb.**

U.S.D.A. 'CHOICE' BEEF—FOR THE GOURMET **PORTERHOUSE STEAK \$1.25 lb.**

U.S.D.A. 'CHOICE' BEEF—A LUSCIOUS STEAK **BONELESS TOP SIRLOIN \$1.49 lb.**

U.S.D.A. GRADE 'A'

PLUMP AND DELECTABLE HEN TURKEYS

flash frozen **39¢ lb.**

U.S.D.A. INSPECTED—WHOLE LEGS OR BREASTS **CHICKEN FRYER PARTS 59¢**

LEAN—M-M-M GOOD **FRESH GROUND BEEF 39¢**

FRESH HOURLY **LEAN GROUND ROUND 79¢**

FARMER JOHN OR LUER

FULLY COOKED HAMS

full shank half **49¢ lb.**

ALSO LUER—FULLY COOKED BUTT PORTION **FARMER JOHN HAMS 65¢**

FABULOUS FLAVOR **WILSON FESTIVAL HAMS \$1.39 lb.**

HONEY CURED—FOR A SPECIAL BREAKFAST TREAT **RATH'S HONEY DAINTIES 79¢**

CHOOSE YOUR FAVORITE **Hormel or Luer SLICED BACON**

1-lb. pkg. **59¢**

BATHS—8-OUNCE PKGS. **SKINLESS LINK Pork Sausage**

FREE 4-OZ. PKG. PANCAKE MIX WITH PURCHASE OF 3 PACKAGES OF 8 LINKS **3 for \$1**

LOW, LOW MEAT PRICES EVERYDAY PLUS

TALL CANS—FOR TASTIER BAKING OR COOKING—IDEAL FOR BABY'S FORMULA

Pet Evaporated Milk 7 for \$1

GOLDEN CREME—HALF-GALLON SQUARE

Premium Ice Cream 59¢

FROZEN 5-OZ. SIZE—JUST POP IN THE TOASTER AND YOU'LL HAVE A BREAKFAST TREAT

Downeyflake Waffles 10¢

STRAINED—ASSORTED VARIETIES—4-OUNCE JARS

Beech-Nut Baby Food 12 for \$1

OLSON'S TRU BLUE

Fresh Large 'AA' EGGS

Food Giant premium lg. 'AA', 46¢ dozen

43¢ doz.

MAYONNAISE—DELICIOUS FOR SANDWICHES, SALADS

BEST FOODS quart jar **59¢**

ALL PURPOSE—FOR DELICIOUS BAKING

Pillsbury Flour 5 lbs. 49¢

8-OZ. BOTTLE—ITALIAN, GREEN GODDESS, CREAMY FRENCH

Milani Dressings 3 for \$1

PERSONAL SIZE—INCL. 3¢ OFF

IVORY SOAP 4 bar 25¢

Frozen Foods

REGULAR SIZE **ROSARITA DINNERS** 45¢

6-OUNCE **CINO'S CHEESE PIZZA** 29¢

Beef or Cheese—12-OZ. PKG. **Rosarita Enchiladas 39¢**

7-oz. **Sausage or Pepperoni 79¢**

ROSAITA—5 1/2-OUNCE PKG. **COCKTAIL TACOS 35¢**

FREEZER QUEEN—2-LB. PKG. **Roast Beef & Gravy \$1.39**

LARRY'S—16-OUNCE **POOR BOY SANDWICH 79¢**

FREEZER QUEEN—2-LB. PKG. **Turkey & Gravy \$1.39**

LARRY'S—9-OZ.—ALSO PASTRAMI **B.B.Q. BEEF or HAM 59¢**

FREEZER QUEEN—2-LB. PKG. **Veal Parmigian \$1.39**

FROZEN 44-OZ.—ALSO COCONUT CUSTARD, \$1.19

Mrs. Smith's DUTCH APPLE PIE 99¢

FRESH KIST—TALL 303 CANS—ALSO CUT GREEN BEANS

FRENCH GREEN BEANS 5 for \$1

MAGIC CHEF—TENDER, GOLDEN—TALL 303 CANS

CREAM STYLE CORN 5 for \$1

GLORIETTA—RED-RIPE, CALIFORNIA TOMATOES

TOMATO JUICE 29¢

MAGIC CHEF—REG. 1 1/4 CANS

SLICED PINEAPPLE 5 for \$1

IMPORTED—MUSTARD OR TOMATO SAUCE—ALSO IN OIL

Crown Prince SARDINES 5 1/4 for \$1

PRINCELLA—40-OUNCE CAN

WHOLE CUT YAMS 43¢

12-OZ. JAR—CLOVER, ORANGE OR SAGE

SUE BEE HONEY 3 for \$1

FOOD GIANT—DELICIOUS WITH BUTTER

ENGLISH MUFFINS 6 for 33¢

28-OUNCE BOTTLE—PLUS DEPOSIT

VERNOR'S GINGER ALE 19¢

MAGIC CHEF—TALL 303 CANS—SERVE HOT OR COLD

SLICED or WHOLE BEETS 6 for \$1

GOLDEN CREME RANCH STYLE

SLICED BREAD 23¢

White or Wheat 15-oz. loaf

NEW! KOSHER OR POLISH DILLS

CHRIS & PITTS PICKLES 49¢ jar

28-oz. spears or 32-oz. whole

SOUTHERN GOLD—100% PURE FLORIDA

ORANGE JUICE

quart bottle **25¢** half gal. bottle **49¢**

doesn't require refrigeration until opened

MEDIUM OR HEAVY—22-OUNCE CAN

PERFORM SPRAY STARCH 45¢

HEAVY DUTY—18-INCH BY 25-FOOT ROLL

KAISER ALUMINUM FOIL 49¢

MOIST AND MEATY—TREAT YOUR PET—36-OZ. SIZE

TOP CHOICE DOG FOOD 93¢

FOOD GIANT—TASTE THE DIFFERENCE

INSTANT COFFEE 10-ounce jar 99¢

DYNA—GIANT SIZE—FOR SPARKLING DISHES

ALL PURPOSE DETERGENT 49¢

FABULOUS SELECTION OF LENTEN FOODS PLUS

COFFEE **YUBAN 2-lb. can \$1.49**

KRAFT MIRACLE WHIPPED **MARGARINE 1-lb. carton 35¢**

ASSTD. LAYER CAKE MIXES **BETTY CROCKER reg. pkg. 39¢**

24-OUNCE BOTTLE **MAZOLA OIL 55¢**

INSTANT COFFEE—10-OUNCE JAR **NESCAFE \$1.35**

CHINETTE PAPER—15 PER PAK **DINNER PLATES 59¢**

STRAWBERRY PRESERVES **KERN'S 20-oz. jar 55¢**

CHICKEN OF THE SEA—LT. MEAT **CHUNK TUNA no. 3 53¢**

GIANT SIZE—INCL. 7¢ OFF **IVORY SNOW 76¢**

DETERGENT **DREFT giant size 83¢**

DETERGENT—INCL. 15¢ OFF **DUZ giant size 68¢**

PLASTIC WRAP **HANDI-WRAP 100-ft. roll 31¢**

200-ft. roll 49¢